

REMARKS

Claims 1-8 were examined and reported in the Office Action. Claims 1-8 are rejected. Claims 1, 2, 5, and 6 are amended. Claims 3-4 and 7-8 are canceled. New claims 9-14 are added. Claims 1-2, 5-6 and 9-14 remain.

Applicant requests reconsideration of the application in view of the following remarks.

I. 35 U.S.C. §102(e)

It is asserted in the Office Action that claims 1-8 are rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Publication No. 2003/0001815 to Cui et al. ("Cui"). Applicant respectfully traverses the aforementioned rejection for the following reasons.

According to MPEP §2131,

'[a] claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference.' (Verdegaal Bros. v. Union Oil Co. of California, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987)). 'The identical invention must be shown in as complete detail as is contained in the ... claim.' (Richardson v. Suzuki Motor Co., 868 F.2d 1226, 1236, 9 USPQ2d 1913, 1920 (Fed. Cir. 1989)). The elements must be arranged as required by the claim, but this is not an *ipsissimis verbis* test, *i.e.*, identity of terminology is not required. (In re Bond, 910 F.2d 831, 15 USPQ2d 1566 (Fed. Cir. 1990)).

Applicant's claimed invention relates to processing a visual signal and adapts one of or both of brightness and contrast of the visual signal based on the LCD backlight intensity information received from an end user terminal having the LCD, and transmits the adapted visual signal to the end user terminal. Thus, the visual signal adapted to the LCD backlight intensity information transmitted from the end user terminal can be provided to the end user terminal, and the end user terminal can display the visual signal with undamaged quality without a function adapting the visual signal based on the changed LCD backlight intensity. This way, a user can experience a digital item having undamaged quality under low backlight intensity.

Cui discloses power management for a flat panel display. Cui, however, does not teach,

disclose or suggest the limitations of Applicant's amended claims, namely claims 1, 5, and nor the limitations in new claims 9 and 12, of "receiving LCD backlight intensity information from an end user terminal having the LCD," or "transmitting the adapted visual signal to the end user terminal." 2, 6, 10, 11, 13 and 14,

Therefore, since Cui does not teach, disclose or suggest all of Applicant's amended claims 1 and 5 limitations, Applicant respectfully asserts that a *prima facie* rejection under 35 U.S.C. § 102(e) has not been adequately set forth relative to Cui. Thus, Applicant's amended claims 1 and 5 are not anticipated by Cui and new claims 9 and 12 could not be found to be anticipated by Cui. Additionally, the claims that directly or indirectly depend on claims 1 and 5, namely claims 2, and 6, respectively, are also not anticipated by Cui for the same reason. And, the claims that directly or indirectly depend on claims 9 and 12, namely claims 10-11, and 13-14, respectively, would also be found not to be anticipated by Cui for the same reason.

Accordingly, withdrawal of the 35 U.S.C. §102(e) rejections for claims 1-8 is respectfully requested.

CONCLUSION

In view of the foregoing, it is believed that all claims now pending, namely claims 1-2, 5-6 and 9-14, patentably define the subject invention over the prior art of record and are in condition for allowance and such action is earnestly solicited at the earliest possible date.

If necessary, the Commissioner is hereby authorized in this, concurrent and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2666 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17, particularly extension of time fees. If a telephone interview would expedite the prosecution of this Application, the Examiner is invited to contact the undersigned at (310) 207-3800.

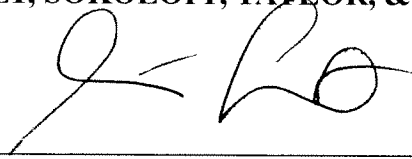
PETITION FOR EXTENSION OF TIME

Per 37 C.F.R. 1.136(a) and in connection with the Office Action mailed on April 23, 2007, Applicant respectfully petitions the Commissioner for a one (1) month extension of time, extending the period for response to August 23, 2007. The Commissioner is hereby authorized to charge payment to Deposit Account No. 02-2666 in the amount of \$60.00 to cover the petition filing fee for a 37 C.F.R. 1.17(a)(1) small entity. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR, & ZAFMAN LLP

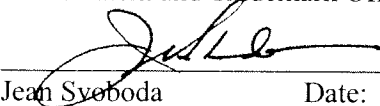
Dated: August 17, 2007

By: 
Steven Laut, Reg. No. 47,736

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CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being submitted electronically via EFS Web on the date shown below to the United States Patent and Trademark Office.


Jean Svoboda Date: August 17, 2007